

Amendment

U.S. Patent Application Serial No. 09/725,850

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1
5 business or product and facilitate transfer of said data between said data card and said personal
6 computer in response to said personal computer rotating said data card about an axis perpendicular
7 to and passing through said card to enable said personal computer to access said storage medium,
8 and a material layer having information thereon indicating said business or product associated with
9 said data stored within said storage medium;

10 wherein said card is in the form of a non-circular business type card to advertise and provide
11 information pertaining to said business or product to card recipients via said material layer
12 information and said data stored within said storage medium, and wherein said card is configured
13 for direct insertion into a personal computer drive for transfer of information between said card and
14 said personal computer.
Cont

1 20(Amended). The storage device of claim 19, wherein said storage medium is
2 configured to store data over substantially the entire area of said card.

1 21 (Amended). The storage device of claim 19, wherein said data card has a shape
2 selected from the group consisting of a polygon and an ellipse.

1 22 (Amended). The storage device of claim 19, wherein said data card is substantially
2 rectangular.

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Cont
1 25 (Amended). A storage device for insertion into a personal computer to permit data

Amendment

U.S. Patent Application Serial No. 09/725,850

25 to be transferred between said personal computer and said storage device, said storage device

3 comprising:

4 a data card including a computer readable storage medium to store data and facilitate transfer

5 of said data between said data card and said personal computer in response to said personal computer

6 rotating said data card about an axis perpendicular to and passing through said card to enable said

7 personal computer to access said storage medium, wherein said storage medium includes and stores

8 said data within a data storage area including a non-circular configuration.

1 ²⁵
²⁶ (Amended). The storage device of claim ²⁴ 25, wherein said storage medium is
2 configured to store data over substantially the entire area of said card.

1 ²⁶
²⁷ (Amended). The storage device of claim ²⁴ 25, wherein said data card includes a
2 configuration selected from the group consisting of a polygon and an ellipse.

1 ²⁷
²⁸ (Amended). The storage device of claim ²⁴ 25, wherein said data card is substantially
2 rectangular.

1 ²⁸
²⁹ (Amended). The storage device of claim ²⁴ 25, wherein said data card includes a
2 configuration with at least one linear edge and at least one curved edge.

1 ²⁹
³⁰ (Amended). The storage device of claim ²⁴ 25, wherein said personal computer

Amendment

U.S. Patent Application Serial No. 09/725,850

- 2 includes a drive configured to accommodate said card and said card is directly inserted into said
3 drive for transfer of information between said card and said personal computer.

1 31 (Amended). A method of transferring data between a storage device and a personal
2 computer comprising the steps of:

3 (a) forming a data card including a material layer and a computer readable storage
4 medium to store data pertaining to a business or product, wherein said storage medium facilitates
5 transfer of said data to said personal computer in response to said personal computer rotating said
6 data card about an axis perpendicular to and passing through said card to enable said personal
7 computer to access said storage medium;

8 (b) printing information on said material layer indicating said business or product
9 associated with said data stored within said storage medium; and

10 (c) configuring said card in the form of a non-circular business type card to advertise and
11 provide information pertaining to said business or product to card recipients via said printed
12 information and said data stored within said storage medium, wherein said card is configured for
13 direct insertion into a personal computer drive for transfer of information between said card and said
14 personal computer.

1 31' (Amended). The method of claim 31, wherein step (a) further includes:

2 (a.1) configuring said storage medium to store data over substantially the entire area of said
3 card.

Amendment

U.S. Patent Application Serial No. 09/725,850

1 ³⁰~~32~~ (Amended). The method of claim ~~31~~³⁰, wherein step (c) further includes:

2 (c.1) configuring said card in a shape selected from the group consisting of a polygon and
3 an ellipse.

1 ³³~~34~~ (Amended). The method of claim ~~31~~³⁰, wherein step (c) further includes:

2 (c.1) configuring said data card to be substantially rectangular.

1 ³⁵~~37~~ (Amended). A method of transferring data between a storage device and a personal
2 computer comprising the steps of:

3 (a) forming a data card including a computer readable storage medium to store data and
4 facilitate transfer of said data between said data card and said personal computer in response to said
5 personal computer rotating said data card about an axis perpendicular to and passing through said
6 card to enable said personal computer to access said storage medium; and

7 (b) configuring said storage medium to include and store said data within a data storage
8 area including a non-circular configuration.

1 ³⁶~~38~~ (Amended). The method of claim ~~37~~³⁵, wherein step (b) further includes:

2 (b.1) configuring said storage medium to store data over substantially the entire area of said
3 card.

1 ³⁷~~39~~ (Amended). The method of claim ~~37~~³⁵, wherein step (a) further includes:

Amendment

U.S. Patent Application Serial No. 09/725,850

2 (a.1) configuring said data card to include a configuration selected from the group
3 consisting of a polygon and an ellipse.

1 ³⁸
~~40~~ (Amended). The method of claim ³⁵~~37~~, wherein step (a) further includes:

2 (a.1) configuring said data card to be substantially rectangular.

1 ³⁹
~~41~~ (Amended). The method of claim ³⁵~~37~~, wherein step (a) further includes:

2 (a.1) configuring said data card to include at least one linear edge and at least one curved
3 edge.

1 ⁴⁰
~~42~~ (Amended). The method of claim ³⁵~~37~~, wherein said personal computer includes a
2 drive configured to accommodate said card, and step (a) further includes:

3 (a.1) configuring said card for direct insertion into said drive for transfer of information
4 between said data card and said personal computer.--

Please add the following new claims.

1 ⁴¹
~~43~~. A storage device for insertion into a personal computer to permit data to be
2 transferred between said personal computer and said storage device, said storage device comprising:
3 a data card including computer readable storage means for storing data pertaining to a
4 business or product and facilitating transfer of said data between said data card and said personal
5 computer in response to said personal computer rotating said data card about an axis perpendicular

Amendment

U.S. Patent Application Serial No. 09/725,850

6 to and passing through said card to enable said personal computer to access said storage means, and
7 a material layer having information thereon indicating said business or product associated with said
8 data stored within said storage means;

9 wherein said card is in the form of a non-circular business type card to advertise and provide
10 information pertaining to said business or product to card recipients via said material layer
11 information and said data stored within said storage means, and wherein said card is configured for
12 direct insertion into a personal computer drive for transfer of information between said card and said
13 personal computer.

1 ⁴²
~~44.~~ A storage device for insertion into a personal computer to permit data to be
2 transferred between said personal computer and said storage device, said storage device comprising:
3 a data card including computer readable storage means for storing data and facilitating
4 transfer of said data between said data card and said personal computer in response to said personal
5 computer rotating said data card about an axis perpendicular to and passing through said card to
6 enable said personal computer to access said storage means, wherein said storage means includes
7 and stores said data within a data storage area including a non-circular configuration.--